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MODERN PROBLEMS OF ONOMASTICS IN THE SPHERE OF TRADEMARKS

The article touches upon the peculiarities of teaching onomastics as an academic discipline at higher educational institutions. It is concerned with a wide range of problems connected with proper names constituting the onomastic space of any language. The new tendencies characterizing the development of onomastics indicate that the research in this area has broadened its scope and various categories of names that were not previously studied are in the focus of attention of scholars. It refers to commercial nomination orientated on obtaining profit and regarded as linguistic naming of different goods, products, institutions, enterprises. In this case, the issues related to linguistic expertise of commercial names are of particular relevance, since in the conditions of market competition the verbal designations of trademarks can be close or similar in sound form and graphics, which can lead to their confusion. The article considers methods used in linguistics to determine the degree of identity or difference of similar trademarks. The methodology of linguistic expertise is described on the particular example of comparing the verbal trademarks ACCY (Cyrillic script letters) and A'SU (Latin script letters) used to name water beverages produced in Kazakhstan.

Key words: Onomastics, verbal trademark, linguistic expertise, identification, distinction, commercial nomination.

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Ономастика ғылымының тауарлық таңбалармен байланысты қазіргі мәселелері

Мақалада жоғары оқу орындарында академиялық пәндер қатарынан орын алатын ономастика саласының қазіргі мәселелерін оқыту және зерттеу ерекшеліктері қарастырылады. Ол, өз кезегінде, кез келген тілдің ономастикалық кеңістігін құрайтын жалқы есімдермен байланысты ауқымды мәселелерді қарастырады. Ономастиканың даму барысын танытатын жаңа үрдістер жалқы есімдердің бұрын зерттеу нысанына айналмаған категорияларының ғалымдар назарын өзіне бұра отырып, осы сала зерттейтін мәселелер аясын кеңейткенін көрсетеді. Бұл пайда табуға бағытталған және түрлі өнімдер мен тауарлардың, мекемелер мен кәсіпорындардың тілдік таңбалануы тұрғысынан анықталатын коммерциялық атауларға тікелей қатысты. Мұнымен бірге коммерциялық атаулардың лингвистикалық сараптамасымен байланысты мәселелер ерекше өзектілікке ие болып отыр. Нарықтық бәсеке жағдайында тауарлық таңбалардың тілдік (сөз) белгілері дыбыстық жағынан және жазылуы бойынша өзара ұқсас немесе жақын болып шығуы тұтынушылардың оларды шатастыруына алып келуі мүмкін. Мақалада өзара ұқсас тауарлық таңбалардың бірдейлік немесе айырмашылық деңгейлерін анықтауда лингвистика саласында қолданылатын әдістер қарастырылады. Лингвистикалық сараптама әдіснамасы Қазақстанда өндірілетін сусындарды таңбалауда пайдаланылатын ACCY (кирилл әліпбиі) және A'SU (латын әліпбиі) вербалды тауарлық таңбаларын салыстыру барысындағы нақты мысалды келтіре отырып баяндалған.

Түйін сөздер: ономастика, вербалды тауарлық таңба, лингвистикалық сараптама, сәйкестендіру, айырмашылық, коммерциялық атау.

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Современные проблемы ономастики в сфере товарных знаков

В статье рассматриваются особенности преподавания и изучения проблем современной ономастики как академической дисциплины в высших учебных заведениях, которая изучает широкий круг проблем, связанных с именами собственными, составляющими ономастическое пространство любого языка. Новые тенденции, характеризующие развитие ономастики, показывают, что исследования в этой области расширили сферу ее интересов, сконцентрировав внимание ученых на категориях имен, которые ранее не изучались. Это относится к коммерческой номинации, ориентированной на получение прибыли и определяемой как языковое обозначение различных продуктов, товаров, учреждений и предприятий. При этом особую актуальность приобретают вопросы лингвистической экспертизы коммерческих наименований, поскольку в условиях рыночной конкуренции словесные обозначения товарных знаков могут быть близкими или сходными по звучанию и написанию, что может привести к их смешению. В статье рассматриваются методы, используемые в лингвистике для определения степени идентичности или различия аналогичных товарных знаков. Методология лингвистической экспертизы описана на конкретном примере сравнения вербальных товарных знаков АССУ (кириллический алфавит) и А'SU (латинский алфавит), используемых для обозначения напитков, производимых в Казахстане.

Ключевые слова: ономастика, вербальный товарный знак, лингвистическая экспертиза, идентификация, различие, коммерческая номинация.

Introduction

Socio-political and socio-economic changes taking place in the Republic of Kazakhstan created conditions for reforming and improving the competitiveness of its higher education system. These prerequisites greatly contributed to the integration of our country into the world educational space. Joining the Bologna Process has led to a structural modernization of the national model of education. In the effort to meet the modern requirements the Kazakhstani system of higher education uses a wealth of its own experience, and it is also orientated to the world positive experience in this area, which give rise to the necessity to improve educational standards and to search for new approaches and technologies for effectively teaching various disciplines.

Progressive trends in higher education found their direct reflection in the teaching process of new linguistic disciplines, notably such special courses as *Onomastics: Theory and Practice*, *Orthological Basics of Onomastics*, *Proper Name in Intercultural Communication*, *Jurislinguistics*, which are included in the curricula of graduates and doctoral students enrolled in the educational programs «Language Theory», «Foreign Philology» and «Linguistics».

Experiment

Onomastics as a branch of linguistics and academic discipline in higher educational institutions

studies a wide range of issues that attract attention of scholars and experts in the field of linguistics and linguodidactics. The study of proper names, collectively representing a fragment of the language picture of the world, enables to present the facts reflecting the universality of human consciousness and the uniqueness of each ethnic group.

It is known that proper names are one of the most significant layers of the vocabulary of any language. The view of names is of interest from the linguistic perspective, on the one hand, and from the perspective of the interdisciplinary connections of onomastics, on the other hand. Onomastic knowledge is especially relevant to contemporary man, because he lives in a vast range of names, he cannot manage without them, and he is directly involved in the creation of names, in the naming process and further development of onomastic space.

In recent years, the focus of research in the field of onomastics has been shifted towards the peripheral categories of names (e.g., proper names in literary texts, titles of periodicals, names of objects of practical human activity – the names of companies, verbal trademarks, proper names of unique cultural artifacts) which were not previously studied extensively (Madieva G.B., Suprun V.I., 2011: 22). All of these peripheral categories of onomastic space (first of all, it concerns verbal trademarks) constitute the subject matter of teaching the above mentioned linguistic disciplines.

A trademark is usually understood as a verbal or some other designation of a type of product or

household service of a particular company, enterprise or manufacturer protected by law. The verbal trademark is formed from one or more words or combination of letters, which may be taken as one word. It must be pronounceable and must have a distinguishing ability (The virtual patent office: http://www.patent.cz/english/i_tm.htm). Scholars note that verbal trademarks can be equally applied to every piece or unit of the brand product in a particular series of goods as well as to the entire series as a whole (Podolskaya N.B., 1988: 58).

The informative potential of verbal trademarks (they are usually called pragmatonyms) is considerable. They represent commercial nomination which is focused on obtaining commercial profit. Mordvinova N.G. states that scholars characterize verbal trademarks as words and word-combinations with the original sounding, with deliberately broken graphemics; they are figuratively described with the help of such epithets as *graceful, elegant, sometimes loud, exaggerating, sometimes laudatory, flattering, witty, funny, affirming or denying, calling, with a humorous or lyrical shade*. They are all united by meeting common requirements: verbal trademarks should be appealing, attractive, memorable and drawing attention (Mordvinova N.G. <http://www.dissercat.com/content/slovesnye-tovarnye-znaki-alkogolnykh-napitkov-na-materiale-russkogo-chuvashskogo-frantsuzsko>).

Researchers note that verbal trademarks occupy the intermediate space between proper nouns and common nouns (Superanskaya A.V., 2007: 193). However, according to Madieva G.B. and Suprun V.I., they are the object of study of onomastics, because they have all characteristic features of proper names, which include their strong connection with a particular product, the ability to be distinguished among similar products and to identify the designated object (Madieva G.B., Suprun V.I., 2011: 121-122).

Verbal trademarks are grouped into the following major categories:

- names of car marks (*Mercedes, Audi, Lada*);
- names of different kinds of confectionery and bakery products (candy *Rahat*, pasta *Sultan, Makfa*);
- names of alcoholic and non-alcoholic beverages (wine *Azhar*, beer *Derbes*, drinking water *A'SU*, mineral water *Asemay*);
- names of household products (soaps *Dove, Palmolive*, detergents *Tide, Ariel*);
- names of electrical appliances (TV *Samsung, Sharp*, refrigerators *Electrolux, Bosh*, vacuum cleaners *LG, Buran*);
- plant species names (roses *Alba, Youth, Arctic Rose*, lilacs *William Robinson, Anabel*);

– names of fruit (apples *Golden Excellent, Kandil, Aport*, grapes *Karakoz, Terbash*), etc.

It is well known that any scientific discipline consists of two main sections: information on the qualitative specifics of the object of knowledge and information on the principles and methods of its research (Karlinsky A.E., 2003: 27). This statement is true for onomastics as well.

Modern onomastic science widely uses methods of linguistic analysis: descriptive, comparative, contrastive, typological, semiotic, linguopsychological, statistical and some other research techniques. In onomastic studies scholars commonly use several methods (e.g., descriptive and statistical, descriptive and contrastive, comparative and statistical approaches). The combination and choice of particular methods depend on the purpose of the research and specificity of the onomastic material.

In connection with contemporary trends in the philological education and new requirements to the quality of professional training reflecting the achievements of linguodidactics of recent years, it is very important for teaching onomastics in higher institutions to study modern experience of applying the latest research technologies. Thus, one of the ways to optimize the teaching process of special courses on onomastics is the study of methods of linguistic expertise used for determining the degree of identity and difference of verbal trademarks similar in sound shape and graphics, which are of interest in cases of likelihood of confusion of two marks (Butters R.R., 2008: 231).

In our study, the methodology of linguistic expertise is described with the help of a particular example of comparing and differentiating verbal trademarks *ACCY* (written in Cyrillic letters) and *A'SU* (written in Latin alphabet) naming water beverages produced in Kazakhstan. With the aim of identifying the trademarks the computer program PRAAT developed by Paul Boersma and David Weenink and questionnaires on the basis of sociolinguistic interview have been used. This methodology is effective for determining the degree of distinctiveness of the given verbal trademarks.

It should be noted that our experience is only a fragment of research constituting the educational material for teaching philological disciplines related to onomastics to graduates and doctoral students.

The verbal trademark *ACCY*, as it has been mentioned, is composed of the letters of the Cyrillic alphabet which is one of the Slavic alphabets originating back to the Byzantine script (Suleimenova E.D., Shaimerdenova N.Zh.,

Smagulova Zh.S., Akhanova D., Kh., 2008: 119). The trademark *ACCY* consists of upper-case (capital) letters and represents the abbreviation which in writing is perceived as a conventional abbreviation of the word or a simple sign.

The verbal trademark *A'SU* is formed by the letters of the Latin alphabet used by the Ancient Romans, which became the basis of many written languages of the world (*Latinus* – Latin), and the apostrophe applied in some languages as an orthographic sign in the form of the diacritical comma. The mark *A'SU* consists of uniformly written capital letters also representing the abbreviation, but as a conventional sign it is specifically characterized through the use of the apostrophe, as compared with a conventional abbreviation of letters in writing.

When pronouncing the verbal trademark *ACCY* the double [S] sound is characterized by its length. The characteristic features of this sound are as follows: it is a voiceless, fricative, dental consonant. When it is articulated, the tip of the tongue is close to the lower teeth. When the trademark *ACCY* is pronounced, the double [S] sound affects the sound [A]. Its articulation due to receiving some additional combinatorial shade is short and hard.

When pronouncing the trademark *A'SU*, the sound [S] is said quickly and it is not characterized by its length. The characteristic properties of the sound [S] in the trademark are as follows: [S] is a hard consonant, it is dental and fricative. When articulating the sound [S], the tip of the tongue is opposite the alveoli and it does not touch the lower teeth. The articulation of the sound [A] in the trademark *A'SU* is influenced by the adjacent sound [S] and it obtains a peculiar combinatorial tone. The sound [A] is perceived softer, while the apostrophe affects the articulation of the sound and it tends to lengthen.

A detailed analysis of the two trademarks *ACCY* and *A'SU* which shows their clear distinctiveness is presented in graphic spectrograms (see Figures 1, 2) obtained through the use of the computer software package PRAAT.

The intonation and sound spectrograms of the verbal trademarks *ACCY* and *A'SU* obtained with the help of the computer program PRAAT lead to the following conclusions:

– when the verbal trademark *ACCY* is pronounced, its initial syllable *ac* in contrast to the initial syllable *a* of the verbal trademark *A'SU* is articulated with a higher accent, while the initial syllable *a* in the verbal trademark *A'SU* is characterized by a lower accent.

– the second syllable *cy* in *ACCY* compared with the second syllable *su* in *A'SU* is articulated briefly.

The intonation pattern of the verbal trademark *ACCY* is distinct from the intonation pattern of the verbal trademark *A'SU*. When the word *ACCY* is pronounced, its intonation rises at the beginning moving in the direction from the bottom up, and in the next syllable the tone is reduced. When the word *A'SU* is pronounced, at the beginning its tone is steady or static, while in the next syllable a slight rise in the tone followed by the subsequent decrease or fall can be observed. Thus, all modifications in the tone of the word *A'SU* are connected with its second syllable.

As a proof of the distinctiveness of the verbal trademarks *ACCY* and *A'SU* we carried out the analysis of the Kazakh and Russian speaking respondents' answers to the questionnaire conducted with the use of the method of sociological survey. Fifteen Kazakh speaking and nine Russian speaking respondents participated in the interview. They were given questions related to the likelihood of the verbal trademarks *ACCY* and *A'SU*.

Results and discussion

The results of the analysis can be stated as follows: thirteen Kazakh respondents out of fifteen participating in the questionnaire noted that there was no resemblance between the words *ACCY* and *A'SU*, and the respondents did not perceive them as one and the same word. Two respondents pointed out to the similarities of the words *ACCY* and *A'SU*. They also answered that when pronounced these words were perceived as a single word.

Seven Russian-speaking participants out of nine responding to the questionnaire said that they did not see any resemblance between the words *ACCY* and *A'SU* and they considered them as two different words. Only two respondents out of their total number found the similarity in these verbal trademarks perceived by them as one and the same word.

Thus, 20 respondents out of twenty-four state that there is no resemblance between the verbal trademarks *ACCY* and *A'SU*, and when pronounced they are not perceived as one and the same word. Only four respondents note that there is similarity between the words *ACCY* and *A'SU*, and they are perceived as one and the same word when sounded.

The quantitative results of the questionnaire survey are presented in Table 1.

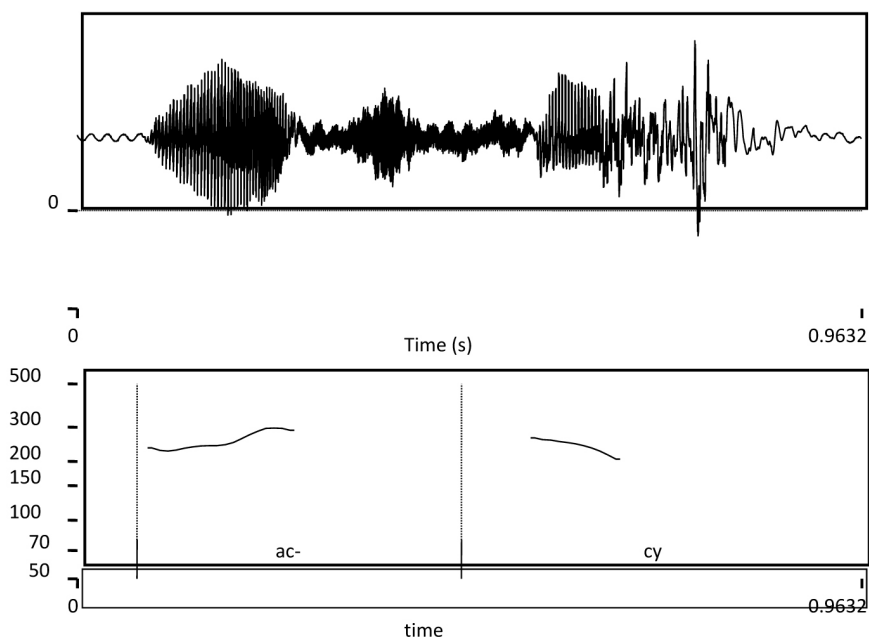


Figure 1 – The graphic oscillogram and intonogram of the trademark ACCY

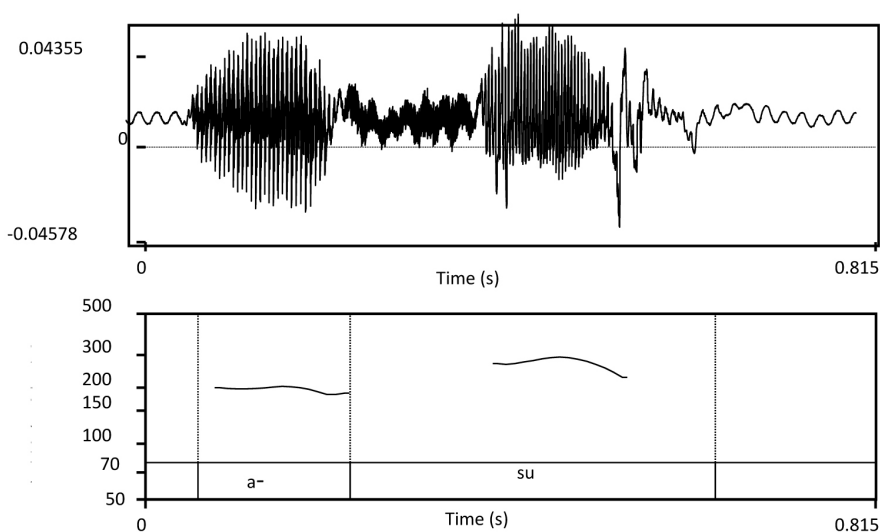


Figure 2 – The graphic oscillogram and intonogram of the trademark ACCY

In the course of the experiment a 10-volume Dictionary of the Kazakh language was analyzed (Explanatory Dictionary, 1974-1986). It is interesting to state that the lexical meaning of the verbal trademarks *ACCY* and *A'SU* is not registered there.

It should be noted that on the basis of pronunciation (but not spelling) the trademark *ACCY* is regarded to be a combination of the Kazakh words «*as*» and «*su*» (Kazakh: *ac* and *cy*) denoting 'water, product intended for food'. In the phraseological

dictionary of the Kazakh language *ACCY* (*ac-cy*) as a compound word is defined in terms of words denoting kitchen utensils ('the whole set of household utensils necessary for cooking'):

«*Үй шаруасына, ac-cy ұстауға шебер атанған Бибіш апай ...*» («*Үу шаруасына, as-su ustauga sheber atangan Bibish apai ...*» translated into English as «*The aunt Bibish was recognized as a good hand at managing household and keeping her eyes on the kitchen utensils*») (Phraseological Dictionary, 2007: 67).

Table 1 – The results of the survey on the likelihood of the words ACCY and A'SU

Question	Response					
	The words ACCY and A'SU have similarities, when pronounced they are perceived as one word			The words ACCY and A'SU are not similar, when pronounced they are not perceived as one word		
Respondents	KSR	RSR	Total	KSR	RSR	Total
Are there any similarities between the words ACCY and A'SU? Are these words perceived as one word when pronounced?	2	2	4	13	7	20
Abbreviations: KSR – Kazakh speaking respondents RSR – Russian speaking respondents						

The verbal mark A'SU does not possess a particular meaning, but its sounding is very similar to the word *asu* (Kazakh: *acy*) which means 'high-pass, high gorge'.

The analysis of the responses obtained with the help of the sociological survey allows to point out the following associations given by the respondents when they hear the word ACCY: *zharamdy su* (water suitable for drinking); *auyz su* (drinking water); *zhana onim Atau* (the name of a new product); *su* (water); *as zhane su sözderinin kosyndysy* (combination of words *as* and *su*); *tagamga qoldanatyn suy* (water used in food); *kasiporynnyn atau* (the name of an industrial enterprise), *mineraldy su* (mineral water); *ashana sui* (table water, natural mineral water); *living water*; *drinking water*; *clean water*; *abbreviation*.

The associations connected with the word A'SU are the following: *bolesten otu* (to go over the hill), *asu* (to pass); *biik shynnan otu* (to cross the high pass); *shetel kompaniyasy* (a foreign company); *kasiporyn atauy* (the name of an industrial enterprise); *moldir su* (clear water); *taza su* (pure water); *su markasi*

(water brand); *et asu* (to cook a meat dish), «Assa» as the abbreviation of *Almaty University of Civil Engineering*.

It should be stated that the associations connected with the pronunciation of the verbal trademarks ACCY and A'SU enable to determine that along with the similarity, there are numerous differences between ACCY and A'SU.

For example, in many cases ACCY generates associations with such concepts as 'water used in food', the so called 'столовая вода / *ashana sui*' (natural mineral water); while the word A'SU does not give such associations. It is also interesting that the Kazakh speaking respondents have such associations, as a *high-pass*, *high valley*, *the mountain pass*.

In some questionnaires the words ACCY and A'SU are regarded as names of industrial enterprises. However, it does not indicate that respondents perceive these verbal trademarks as the name of one enterprise.

The quantitative results of the survey are presented in the following tables (Tables 2, 3).

Table 2 – The results of the survey on the associations connected with the word ACCY

Question	The word ACCY arises associations and it has some meaning			The word ACCY does not arise any associations and it does not have any meaning		
	KSR	RSR	Total	KSR	RSR	Total
What associations do you have when you hear the word ACCY? Does it have any meaning or sense?	12	3	15	3	6	9
KSR – Kazakh speaking respondents RSR – Russian speaking respondents						

Table 3 – The results of the survey on the associations connected with the word A'SU

Question	The word <i>A'SU</i> arises associations and it has some meanings			The word <i>A'SU</i> does not arise any associations and it does not have any meaning		
	KSR	RSR	Total	KSR	RSR	Total
What associations do you have when you hear the word <i>A'SU</i> ? Does it have any meaning or sense?	13	5	18	2	4	6
KSR – Kazakh speaking respondents RSR – Russian speaking respondents						

The results of the comparative analysis of the tables illustrating the respondents' answers to the questions «*What associations do you have when you hear the word ACCY?*» and «*Does it have any meaning or sense?*» are represented in the following way:

Fifteen Kazakh speaking respondents participating in the survey gave the following answers about the word *ACCY*:

- «it arises associations and it has some meanings» (12 respondents);
- «it does not arise any associations and it does not have any meaning» (3 respondents).

Nine Russian speaking respondents participating in the survey gave the following answers about the word *ACCY*:

- «it arises associations and it has some meanings» (3 respondents);
- «it does not arise any associations and it does not have any meaning» (6 respondents).

According to the results of the similar survey on the associations connected with the word *A'SU* the answers of fifteen Kazakh speaking respondents are as follows:

– «it arises associations and it has some meanings» (13 respondents);

– «it does not arise any associations and it does not have any meaning» (2 respondents).

Nine Russian speaking respondents participating in the survey gave the following answers about the word *A'SU*:

– «it arises associations and it has some meanings» (5 respondents);

– «it does not arise any associations and it does not have any meaning» (4 respondents).

The analysis of answers to the above-mentioned questions shows that the graphics and spelling, sounding and meaning of the verbal trademarks marks *ACCY* and *A'SU* are not the same, they are distinct. However, a special sociological survey was conducted for greater persuasiveness and credibility of the experiment.

The respondents were asked the following question: «*If you see the products with verbal trademarks ACCY and A'SU, will you consider them as products of one and the same company or as products belonging to different companies?*» The results of the sociological survey are shown in Table 4.

Table 4 – The results of the sociological survey connected with the distinctiveness of trademarks *ACCY* and *A'SU*

Question	ACCY and A'SU are products of one company			ACCY and A'SU are products of different companies		
	KSR	RSR	Total	KSR	RSR	Total
If you see the products with verbal trademarks <i>ACCY</i> and <i>A'SU</i> , will you consider them as products of one and the same company or as products belonging to different companies?	2	1	3	13	8	21
KSR – Kazakh speaking respondents RSR – Russian speaking respondents						

The results of the analysis of Table 4 illustrating the respondents' answers to the question «If you see the products with verbal trademarks ACCY and A'SU will you consider them as products of one and the same company or as products belonging to different companies?» are the following: 21 respondents out of 24 respondents participating in the survey consider the verbal trademarks ACCY and A'SU as products of different companies. Only 3 respondents out of twenty-four regard these trademarks as products of one and the same company.

Thus, the products with the trademarks ACCY and A'SU do not evoke associations as the products of one and the same company.

There are several reasons: firstly, the graphic writing of these marks is not the same; secondly, as evidenced by the analyzed answers to the given questions, their sounding and auditory perception is different. The meanings of these marks are not the same. The results of the sociological survey connected with the distinctiveness of the analyzed trademarks indicate that they are different trademarks: it is proved by the fact that 21 respondents out of their total number (twenty-four) believe that the beverages with trademarks ACCY and A'SU are products of different companies.

All these factors provides a solid ground to state that trademarks ACCY and A'SU differ in all re-

spects and they should be regarded as distinct verbal trademarks.

Conclusion

It should be noted that in teaching special courses dedicated to the problems of onomastics to graduates and doctoral students it is very important to acquaint them with all of the basic methods and techniques that can be applied to the whole complex of the language name-stock and the specificity of their use in the study of proper names. It is necessary to present the material taking into consideration practical cases of linguistic expertise applied for identifying verbal trademarks similar in sound form and graphics.

Thus, the students of philological majors form and develop onomastic knowledge that contributes to its competent application in their professional activity. It helps correctly use and even make up different new denominations, present and explain their peculiarities to students and to a wide range of the population. In addition, graduate and doctoral students, who acquired knowledge in the field of onomastics, may be professionally engaged in compiling various monolingual and bilingual dictionaries, reference books of proper names, which are in demand in our practice, as well as in conducting linguistic expertise in the likelihood-of-confusion cases (Butters, R., 2008).

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